## **ORDER**

Orders Order / Rev: 712625 06309543 Alt Order #: NRCC IE 2012 Product Desc: KSDK 3153 Estimate: Flight Dates: 09/21/12 - 09/27/12 Primary AE: Kristin Waskie 09/27/12 / 09/27/12 Sales Office: Original Date / Rev: T-PHI Order Type: Political Sales Region: NAT National Media Research Planning/ PC Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Billing Calendar: Billing Cycle: 815 Slaters Lane EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: National Republican Cong. Committee Demographic: A35+ New Business Thru: **Product Codes:** IS-Candidate/US House Order Separation: 00:15:00 Priority: P-1 Advertiser External ID: Agency External ID: Revenue Codes: AGY, GEN, POL

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/27/12	52	\$64,305.00	\$54,659.25	September 2012	52	\$64,305.00	\$54,659.25	0.00
					Totals	52	\$64,305,00	\$54.659.25	0.00

**Totals** 

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	KSDK	09/21/1	2 09/21/12	Tonight Show	CM	1035-1137p	F	:30	1	\$560.00 P-1	0.00 NM	1	\$560.00
		- 01 114		Tonight Show									
	TONITE	_											
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	/eek: 09/		09/23/12	F	1	\$560.00	0.00						
2	KSDK	09/21/1	2 09/21/12	M-F 5P News	CM	5-530P	F	:30	1	\$1,800.00 P-1	0.00 NM	1	\$1,800.00
	NWS CI	H5-5P		News Channel 5	at 5P								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek: 09/		09/23/12	F	1	\$1,800.00	0.00						
3	KSDK	09/21/1	2 09/21/12	M-F 5-6A	CM	5-6A	F	:30	1	\$450.00 P-1	0.00 NM	1	\$450.00
				5-6a	-					•			,
	TODAY	-LOUIS-	5										
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek: 09/	17/12	09/23/12	F	1	\$450.00	0.00						
4	KSDK	09/21/1	2 09/21/12	M-F 6-7A	CM	6-7A	F	:30	1	\$1,010.00 P-1	0.00 NM	1	\$1,010.00
				6-7a									
	TODAY	-LOUIS-6	6										
		rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
W	/eek: 09/		09/23/12	F	1	\$1,010.00	0.00						
5	KSDK	09/21/1	2 09/21/12	M-F NBC Today 7	7-9A CM	7-9A	F	:30	2	\$1,010.00 P-1	0.00 NM	2	\$2,020.00
	TOD 41/	01.047		NBC Today 7-9A									
	TODAY	_					5						
1.4		rt Date	End Date	Weekdays F	Spots/Week	<u>Rate</u>	Rating						
	/eek: 09/	17/12	09/23/12	r	2	\$1,010.00	0.00						

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Order / Rev: 712625 Advertiser: National Republican Cong. Committee

Alt Order #: 06309543 Product Desc: NRCC IE 2012 KSDK

Flight Dates: 09/21/12 - 09/27/12 Estimate: 3153

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	S	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
6 KSDK	09/24/1	2 09/24/12	LN (M-F)	CM	10-1035p	M		:30	1	\$2,700.00 P-1	0.00 NM	1	\$2,700.00
NIME C	NIE 10D		LN (M-F)										
	H5-10P art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09		09/30/12	M	<u> </u>	\$2,700.00	0.00							
7 KSDK	09/24/1	2 09/24/12	Tonight Show	CM	1035-1137p	M		:30	1	\$560.00 P-1	0.00 NM	1	\$560.00
			Tonight Show		·								
TONITI	_				_								
_	art Date	End Date	Weekdays M	Spots/Week	Rate CECO OO	Rating							
Week: 09		09/30/12 2 09/24/12		CM	\$560.00 3-4p	0.00 M		:30	1	\$675.00 P-1	0.00 NM	1	\$675.00
0 KSDK	03/24/1	2 09/24/12	Ellen	Civi	3-4p	IVI		.30	'	φ0/3.00 F-1	U.UU INIVI	!	φ075.00
ELLEN			211011										
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09		09/30/12	M	1	\$675.00	0.00							
9 KSDK	09/24/1	2 09/24/12	M-F 5P News	CM	5-530P	M		:30	1	\$1,800.00 P-1	0.00 NM	1	\$1,800.00
NWS C	`H5_5D		News Channel 5	at 5P									
_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09		09/30/12	M	1	\$1,800.00	0.00							
10 KSDK	09/24/1	2 09/24/12	M-F 5-6A	CM	5-6A	M		:30	1	\$450.00 P-1	0.00 NM	1	\$450.00
			5-6a										
	/-LOUIS-												
	art Date	End Date 09/30/12	Weekdays M	Spots/Week	Rate	Rating							
Week: 09		2 09/24/12	M-F 6P News	CM	\$450.00 6-630P	0.00 M		:30	1	\$2,025.00 P-1	0.00 NM	1	\$2,025.00
II KODK	03/24/1	2 09/24/12	News Channel 5	_	0-030F	IVI		.30	'	φ2,023.00 F-1	U.UU INIVI	!	φ2,025.00
NWS C	H5-6P			u. 0.									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09		09/30/12	M	1	\$2,025.00	0.00							
12 KSDK	09/24/1	2 09/24/12	M-F 6-7A	CM	6-7A	M		:30	1	\$1,010.00 P-1	0.00 NM	1	\$1,010.00
TODAY	/-LOUIS-	6	6-7a										
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09		09/30/12	M	1	\$1,010.00	0.00							
13 KSDK	09/24/1	2 09/24/12	630-7P Wheel	CM	630-7P	M		:30	1	\$2,025.00 P-1	0.00 NM	1	\$2,025.00
			630-7P Wheel of	Fortune									
_	L-FORTN		M/s sludeus	0	Data	Dation							
Week: 09	art Date	End Date 09/30/12	<u>Weekdays</u> M	Spots/Week	Rate \$2,025.00	Rating 0.00							
			M-F NBC Today	7-9A CM	7-9A	M		:30	2	\$1,010.00 P-1	0.00 NM	2	\$2,020.00
	00/2 1/ 1	2 00/2 1/12	NBC Today 7-9A		7 071	111		.00	_	ψ1,010.001	0.00 11111	_	Ψ2,020.00
TODAY	/ SHW		•										
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09		09/30/12	M		\$1,010.00	0.00				<b>****</b>	2 22 1114		
15 KSDK	09/22/1	2 09/22/12	Sat 5p News Channel 5	CM at 5B Sat	5-530P		S-	:30	1	\$900.00 P-1	0.00 NM	1	\$900.00
NWS C	:H5-5 WK	(ND	News Chairlei 5	al or Sal									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09		09/23/12	S-	1	\$900.00	0.00							
16 KSDK	09/22/1	2 09/22/12		CM	6-630P		S-	:30	1	\$975.00 P-1	0.00 NM	1	\$975.00
NIME C	:H5-6 WK	(NID	News Channel 5	at 6P Sat									
	ло-о vvr art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09		09/23/12	S-	<u>3pois/week</u>	\$975.00	0.00							
		2 09/22/12	Sat 6-7A	СМ	6-7A		S-	:30	2	\$450.00 P-1	0.00 NM	2	\$900.00
			Sat 6-7A										
	NL 5-ST			0	_	D ()							
<u>Sta</u> Week: 09	art Date //17/12	End Date 09/23/12	Weekdays S-	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00							
		2 09/22/12	<b>5-</b>	CM	7-9A	0.00	S-	:30	1	\$800.00 P-1	0.00 NM	1	\$800.00
יס ייסטוי	UU1ZZ/ 1	- 00/22/12		CIVI	. 5/1		J-	.50		ψυσυ.ου ι - Ι	J.JO INIVI	'	ψυσυ.υυ

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Order / Rev: 712625 Advertiser: National Republican Cong. Committee

Alt Order #: 06309543 Product Desc: NRCC IE 2012 KSDK

Flight Dates: 09/21/12 - 09/27/12 Estimate: 3153

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			SAT TDY  NBC Today Shov	v (Sa)									
SATUR	DAY TO	DAY		. (04)									
	rt Date	End Date	Weekdays	Spots/Week		Rating	_						
Week: 09/		09/23/12	Sat 9a	CM	\$800.00 9-10A	0.0	0 S-	:30	1	\$800.00 P-1	0.00 NM	. 1	\$800.00
19 KSDK	09/22/1	12 09/22/12	Sat 9-10a	Civi	9-10A	_	3-	.30		\$800.00 F-1	U.UU INIVI	'	φουυ.υυ
NWCHI	NNL 5 A	Γ9											
	rt Date	End Date	Weekdays S-	Spots/Week		Rating	_					1	
20 KSDK		09/23/12	Sat Prime C	CM	\$800.00 USE NOTR	0.0 E DAM-		:30	1	\$1,010.00 P-1	0.00 NM	1 1	\$1,010.00
ZO NODIN	03/22/1	12 05/22/12	DO NOT USE	Olvi	(9:00 PM-10			.50		Ψ1,010.001-1	0.00 14101	l '	ψ1,010.00
L&O S\	/U-SA												
Sta Week: 09/	rt Date	End Date	Weekdays S-	Spots/Week		Rating	_						
	Date Ra	09/23/12 ange D	escription		\$1,010.00 t/End Time	0.0		Veekdays	Le	ngth Rate	Rtg Type	İ	
		2-09/23/12 S	Sat Prime C		NOTRE DA	<b>(</b> 9:00 PN				:30 <del>(\$1,010.00)</del>			
	e MG 20												
		2-09/23/12 L	N2 (Su)	1033	3p-11p		-		Su	:30 \$1,010.00	0.00 NM		
(m) M(c)	G for 20.1 al	1 09/22											
		12 09/23/12	NC5 at 5P Sun	CM	5-530P	-	S	:30	1	\$1,015.00 P-1	0.00 NM	1 1	\$1,015.00
			News Channel 5	at 5P Sun									
	H5-5 Wk		Ma alada sa	Ca ata ///a ala	Data	Datia	_						
Week: 09/	rt Date /17/12	End Date 09/23/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$1,015.00	Rating 0.0	_					i	
			NFL Pregame Sh		Various		S	:30	1	\$2,025.00 P-1	0.00 NM	1	\$2,025.00
		_	NFL Pregame Sh	iow	(6:00 PM-7:	15 PM)							
	IITE AMF art Date	R End Date	Wookdays	Spots/Week	Pata	Patin	~						
Week: 09/		09/23/12	<u>Weekdays</u> S		Rate \$2,025.00	Rating 0.0	_					j	
23 KSDK	09/23/1	12 09/23/12	Sun 6-7A	CM	6-7A	-	S	:30	1	\$450.00 P-1	0.00 NM	1	\$450.00
NIMOLII	VII		Sun 6-7A										
	NL 5-ST ort Date	End Date	Weekdays	Spots/Week	Rate	Rating	n						
Week: 09/		09/23/12	S	1	\$450.00	0.0	_						
24 KSDK	09/23/1	12 09/23/12		CM	7-8A	=	S	:30	1	\$900.00 P-1	0.00 NM	1	\$900.00
SUN TO			NBC Today Show	v (Su)									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratino	a						
Week: 09/		09/23/12	S	1		0.0	_					ļ	
25 KSDK	09/23/1	12 09/23/12		CM	9-10A	-	S	:30	1	\$800.00 P-1	0.00 NM	1	\$800.00
NWCHI	NNL 5 A	ГΩ	Sun 9-10a										
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	g					İ	
Week: 09/	/17/12	09/23/12	S	1	\$800.00	0.0							
26 KSDK	09/27/1	12 09/27/12	` '	CM	10-1035p	-	T	:30	1	\$2,700.00 P-1	0.00 NM	1	\$2,700.00
NWS C	H5-10P		LN (M-F)										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	<u>g</u>						
Week: 09/		09/30/12	T		\$2,700.00	0.0							
27 KSDK	09/27/1	12 09/27/12	M-F 5P News News Channel 5	CM at 5P	5-530P	=	T	:30	1	\$1,800.00 P-1	0.00 NM	1	\$1,800.00
NWS C	H5-5P		News Channel 5	al DF									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	<u>g</u>						
Week: 09/		09/30/12	T		\$1,800.00	0.0				<b>.</b>			A
28 KSDK	09/27/1	12 09/27/12	M-F 5-6A 5-6a	CM	5-6A	-	T	:30	1	\$450.00 P-1	0.00 NM	1	\$450.00
TODAY	'-LOUIS-	5	J-Ua										
	rt Date	End Date	Weekdays	Spots/Week		Rating	_						
Week: 09/	/24/12	09/30/12	T	1	\$450.00	0.0	0					J	

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Alt Order #: 06309543 Product Desc: NRCC IE 2012 KSDK

Flight Dates: 09/21/12 - 09/27/12 Estimate: 3153

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
29 KSDK	09/27/1	2 09/27/12	M-F 6P News	CM	6-630P		T	- :30	1	\$2,025.00 P-1	0.00 NM	1	\$2,025.00
NWS CI	H5-6P		News Channel 5	at 6P									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ng					ĺ	
Week: 09/	24/12	09/30/12	T	1	\$2,025.00		00					ĺ	
30 KSDK	09/27/1	2 09/27/12	M-F 6-7A	CM	6-7A		T	- :30	1	\$1,010.00 P-1	0.00 NM	1	\$1,010.00
TODAY	-LOUIS-0	6	6-7a									1	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ng					i	
Week: 09/	24/12	09/30/12	T	1	\$1,010.00	0.	00					ĺ	
31 KSDK	09/27/1	2 09/27/12	630-7P Wheel	CM	630-7P		T	- :30	1	\$2,025.00 P-1	0.00 NM	1	\$2,025.00
WHEEL	-FORTN	E	630-7P Wheel of	Fortune								1	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ng					İ	
Week: 09/	24/12	09/30/12	T	1	\$2,025.00		00					ĺ	
32 KSDK	09/27/1	2 09/27/12	,		7-9A		T	- :30	2	\$1,010.00 P-1	0.00 NM	2	\$2,020.00
TODAY	SHW		NBC Today 7-9A	1								1	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ng					İ	
Week: 09/	24/12	09/30/12	T	2	\$1,010.00		00					ĺ	
33 KSDK	09/25/1	2 09/25/12	` '	CM	10-1035p		- T	- :30	1	\$2,700.00 P-1	0.00 NM	1	\$2,700.00
NWS CI	H5-10P		LN (M-F)									1	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ng					İ	
Week: 09/		09/30/12	- T	1	\$2,700.00		00					ĺ	
N34 KSDK	09/25/1	2 09/25/12	M-F 5P News	CM	5-530P		- T	- :30	1	\$1,800.00 P-1	0.00 NM	0	\$0.00
NWS CI	H5-5P		News Channel 5	at 5P								1	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ng					İ	
Week: 09/		09/30/12	- T	1	\$1,800.00		00					1	
	Date Ra		escription N-F 5P News		t/End Time			Weekdays		ength <u>Rate</u> :30 <del>(\$1,800.00)</del>	Rtg Type	1	
	09/24/12 9 MG 36		7-F SP News	5-53	UP			- 1	-	.30 <del>(\$1,800.00)</del>	+ 0.00 INIVI	1	
		*	re WX cut in ]									ĺ	
35 KSDK	09/25/1	2 09/25/12	M-F 5-6A	CM	5-6A		- T	- :30	1	\$450.00 P-1	0.00 NM	1	\$450.00
TODAY	-LOUIS-	=	5-6a									1	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	na					i	
Week: 09/		09/30/12	- T	1	\$450.00		00					ĺ	
N36 KSDK	09/25/1	2 09/25/12	M-F 6P News	CM	6-630P		- T	- :30	1	\$2,025.00 P-1	0.00 NM	2	\$5,850.00
NIME C	UE CD		News Channel 5	at 6P								1	
NWS CI Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	na					i	
Week: 09/		09/30/12	- T		\$2,025.00		00					İ	
	Date Ra		escription		t/End Time			Weekdays			Rtg Type	1	
_	09/24/12 9 MG 36		1-F 6P News	6-63	0P			- T	-	:30 <del>(\$2,025.00)</del>	0.00 NM	1	
			e Weather break i	n/ Intermittent	outages]							1	
2 KSDK	09/27/12	2-09/27/12 T	hu Prime A	7-8F	)			Th		:30 \$2,250.00	0.00 NM	ĺ	
	_	,38.1,36.1										1	
3 KSDK [n/8	-	2-09/27/12 T	hu Prima R	8-9F	)			Th	_	:30 \$3,600.00	0.00 NM	i	
_		,38.1,36.1	na i nine b	0.31				111		.50 \$5,000.00	0.00 INIVI	1	
[n/a	a]											1	
37 KSDK	09/25/1	2 09/25/12		CM	6-7A		- T	- :30	2	\$1,010.00 P-1	0.00 NM	2	\$2,020.00
TODAY	-LOUIS-6	3	6-7a									1	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ng					1	
Week: 09/		09/30/12	- T		\$1,010.00		00					1	
N38 KSDK	09/25/1	2 09/25/12	630-7P Wheel	CM	630-7P		- T	- :30	1	\$2,025.00 P-1	0.00 NM	0	\$0.00
			630-7P Wheel of	f Fortune								i	

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Alt Order #: 06309543 Product Desc: NRCC IE 2012 **KSDK** 

Flight Dates: 09/21/12 - 09/27/12 Estimate: 3153

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots WHEEL-FORTNE Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/24/12 09/30/12 - T- - - -1 \$2.025.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 630-7P 0.00 NM 1 KSDK 09/24/12-09/30/12 630-7P Wheel :30<del>(\$2,025.00)</del> See MG 36.2,36.3 [Spots did not air- Severe Weather break in/ Intermittent outages] 39 KSDK 09/25/12 09/25/12 M-F NBC Today 7-9A CM - T- - - -:30 1 \$1,010.00 P-1 0.00 NM \$1,010.00 NBC Today 7-9A **TODAY SHW** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 09/24/12 09/30/12 - T- - - -\$1,010.00 0.00 40 KSDK 09/26/12 09/26/12 **Tonight Show** СМ 1035-1137p - - W- - - -:30 \$560.00 P-1 0.00 NM \$560.00 1 **Tonight Show TONITE SHW** Weekdays Rating Start Date **End Date** Spots/Week Rate - - W- - - -Week: 09/24/12 09/30/12 \$560.00 0.00 41 KSDK 09/26/12 09/26/12 M-F 3-4p - - W- - - -\$675.00 P-1 CM 3-4p :30 0.00 NM \$675.00 (3:00 PM-4:00 PM) **ELLEN End Date** Start Date Weekdays Spots/Week Rate Rating - - W- - - -Week: 09/24/12 09/30/12 \$675.00 0.00 42 KSDK 09/26/12 09/26/12 M-F 5P News CM 5-530P - - W- - - -:30 1 \$1.800.00 P-1 0.00 NM \$1,800.00 News Channel 5 at 5P NWS CH5-5P Weekdays Start Date **End Date** Spots/Week Rating Rate 09/30/12 - - W- - - -Week: 09/24/12 \$1,800.00 0.00 43 KSDK 09/26/12 09/26/12 M-F 5-6A - - W- - - -:30 CM 5-6A \$450.00 P-1 0.00 NM \$450.00 5-6a **TODAY-LOUIS-5** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/30/12 - - W- - - -Week: 09/24/12 \$450.00 0.00 44 KSDK 09/26/12 09/26/12 M-F 6P News СМ 6-630P - - W- - - -:30 1 \$2,025.00 P-1 0.00 NM \$2,025.00 News Channel 5 at 6P NWS CH5-6P Rating Start Date **End Date** Weekdays Spots/Week Rate 09/30/12 -- W----\$2,025.00 Week: 09/24/12 0.00 M-F 6-7A 1 \$1,010.00 P-1 45 KSDK 09/26/12 09/26/12 CM 6-7A --W---:30 0.00 NM \$1,010.00 6-7a **TODAY-LOUIS-6** Spots/Week Weekdays Start Date **End Date** Rate Rating 09/30/12 - - W- - - -Week: 09/24/12 \$1,010.00 0.00 46 KSDK 09/26/12 09/26/12 630-7P Wheel CM 630-7P - - W- - - -:30 1 \$2,025.00 P-1 0.00 NM \$2,025.00 630-7P Wheel of Fortune WHEEL-FORTNE Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 - - W- - - -\$2,025.00 0.00 M-F NBC Today 7-9A 47 KSDK 09/26/12 09/26/12 CM 7-9A - - W- - - -:30 2 \$1,010.00 P-1 0.00 NM \$2,020.00 NBC Today 7-9A **TODAY SHW** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 0.00 \$1,010.00